

Rep Order# 9788187 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/10/2012 10:19 AM
Last Received: 08/10/2012 9:55 AM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product RNC
Estimate# 2993
Buyer TRACEY ROBINSON
Phone#
Fax#

48619

Agency () NATIONAL MEDIA RESEARCH PLANNING
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 20/445/2993
Flight Dates 08/11/2012 - 08/17/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ISSUE ORDER PLS CF ASAP-THX

LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	630A-7A	NEWS	P2	:30	\$650.00	08/13-08/17	3	1	3	\$1,950.00	
	2	SA	7A-730A	NEWS	P2	:30	\$350.00	08/11-08/11	1	1	1	\$350.00	
	3	SA	730A-8A	NEWS	P2	:30	\$400.00	08/11-08/11	1	1	1	\$400.00	
	4	SU	9A-1030A	CBS SUN MORN	P2	:30	\$900.00	08/12-08/12	1	1	1	\$900.00	
	5	M-F	5P-530P	NEWS	P2	:30	\$1,000.00	08/13-08/17	2	1	2	\$2,000.00	
	6	M-F	6P-630P	NEWS	P2	:30	\$1,200.00	08/13-08/17	3	1	3	\$3,600.00	
	7	M-F	11P-1135P	NEWS	P3	:30	\$1,400.00	08/13-08/17	5	1	5	\$7,000.00	
	8	SA	2P-7P	PGA CHAMPIONSHIP	P2	:30	\$1,500.00	08/11-08/11	1	1	1	\$1,500.00	
	9	M-F	1135P-1205A	LETTERMAN	P3	:30	\$450.00	08/13-08/17	5	1	5	\$2,250.00	
	10	SU	1135P-1205A	SPORTS AUTHORITY - NEWS	P2	:30	\$500.00	08/12-08/12	1	1	1	\$500.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	11	SU	2P-7P	PGA CHAMPIONSHIP	:30	\$1,500.00	08/12-08/12	2	1	2	\$3,000.00	

---REPORT TOTALS---

Report Totals: 25 / \$23,450.00

---SALES MONTHLY TOTALS---

Aug 12: 25 / \$23,450.00
Sales Totals: 25 / \$23,450.00
Station Totals: 25 / \$23,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	CABL	EKRC	UNKN	WBQC	WCPO
\$90,192	0%	2%	0%	0%	18%
	WKRC 26%	WLWT 31%	WSTR 6%	WXIX 17%	

Books null
Demos RA3564

Spot Manager: All, 08/11/12-08/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Republican National Committee												
Agency: National Media Team												
Station: WKRC-TV												
Order: 48614												
Line: 1												
08/13/12	Monday	6:36:10 AM	:30	\$650.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	RNC	2993	P-2	2	MWAS
08/15/12	Wednesday		:30	\$650.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	RNC	2993	P-2	3	MWAS
08/16/12	Thursday		:30	\$650.00		6a Good Morn Cincinnati	(6:30:00 AM-7:00:00 AM)	RNC	2993	P-2	1	MWAS
											3	
Line: 2												
08/11/12	Saturday	7:21:54 AM	:30	\$350.00		6a-8a Local 12 News Sat	(7:00:00 AM-7:30:00 AM)	RNC	2993	P-2	1	MWAS
											1	
Line: 3												
08/11/12	Saturday	7:48:08 AM	:30	\$400.00		6a-8a Local 12 News Sat	(7:30:00 AM-8:00:00 AM)	RNC	2993	P-2	1	MWAS
											1	
Line: 4												
08/12/12	Sunday	9:36:00 AM	:30	\$900.00		CBS Sun Morning	9:00 AM-10:30 AM	RNC	2993	P-2	1	MWAS
											1	
Line: 5												
08/14/12	Tuesday		:30	\$1,000.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	RNC	2993	P-2	2	MWAS
08/15/12	Wednesday		:30	\$1,000.00		5p Local 12 News at Five	(5:00:00 PM-5:30:00 PM)	RNC	2993	P-2	1	MWAS
											2	
Line: 6												
08/13/12	Monday	6:05:19 PM	:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RNC	2993	P-2	1	MWAS
08/14/12	Tuesday		:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RNC	2993	P-2	2	MWAS
08/15/12	Wednesday		:30	\$1,200.00		6p Local 12 News at Six	6:00 PM-6:30 PM	RNC	2993	P-2	3	MWAS
											3	
Line: 7												
08/13/12	Monday	1:11:21 PM	:30	\$1,400.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	RNC	2993	P-3	2	MWAS
08/14/12	Tuesday		:30	\$1,400.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	RNC	2993	P-3	3	MWAS
08/15/12	Wednesday		:30	\$1,400.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	RNC	2993	P-3	4	MWAS
08/16/12	Thursday		:30	\$1,400.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	RNC	2993	P-3	5	MWAS
08/17/12	Friday		:30	\$1,400.00		11p M-F Local 12 News 1	11:00 PM-11:35 PM	RNC	2993	P-3	1	MWAS
											5	
Line: 8												
08/11/12	Saturday	4:06:56 PM	:30	\$1,500.00		PGA	2:00 PM-7:00 PM	RNC	2993	P-2	1	MWAS
											1	
Line: 9												
08/13/12	Monday	2:24:30 XM	:30	\$450.00		Letterman	1135p-1235a	RNC	2993	P-3	3	MWAS
08/14/12	Tuesday		:30	\$450.00		Letterman	1135p-1235a	RNC	2993	P-3	4	MWAS
08/15/12	Wednesday		:30	\$450.00		Letterman	1135p-1235a	RNC	2993	P-3	2	MWAS
08/16/12	Thursday		:30	\$450.00		Letterman	1135p-1235a	RNC	2993	P-3	5	MWAS
08/17/12	Friday		:30	\$450.00		Letterman	1135p-1235a	RNC	2993	P-3	1	MWAS

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 08/11/12-08/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Republican National Committee

Agency: National Media Team

Station: WKRC-TV

Order: 48614

Line: 9

				\$2,250.00							5	
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Line: 10

08/12/12	Sunday	1:42:02 PM	:30	\$500.00		Sun 1135p-1205a	11:35 PM-12:05 XM	RNC	2993	P-2	1	MWAS
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				\$500.00							1	
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Line: 11

08/12/12	Sunday	4:06:56 PM	:30	\$1,500.00		PGA	2:00 PM-7:00 PM	RNC	2993	P-2	1	MWAS
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08/12/12	Sunday	5:32:26 PM	:30	\$1,500.00		PGA	2:00 PM-7:00 PM	RNC	2993	P-2	2	MWAS
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				\$3,000.00							2	
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				\$23,450.00							25	
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				\$23,450.00							25	
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				\$23,450.00							25	
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				\$23,450.00							25	
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				\$23,450.00							25	
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[Filtered by:] [Sorted by: Station]